

# MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"

August  
15th



10¢

Published for  
Maclean's Magazine  
by  
J. B. Smith

TORONTO



# Salt in Bread

*The vital importance of Purity*

When you judge your bread by its flavor, your oven or your baker's bread is as good as the salt it contains.

Pure salt is mild and sweet, but not that definite salty taste that abhors bread. Windsor purity bread is the flavor.

For a year now our bakers have used a special salt, "Windsor Speciality Purified Salt," the only Canadian Salt which can always be guaranteed 99% pure. Many new customers come to their bakers because their bread tastes better.

Windsor purity emphasizes the natural wheat.



THE CANADIAN SALT COMPANY LIMITED  
WINDSOR, ONTARIO



**Flavor.** It makes it eat, gives it life. It gives the loaf easier texture because it dissolves quickly and blends perfectly. It keeps the loaf longer.

Here you have a typical example of the high standard of purity to which Windsor Salt has been delivered by the researches of our own staff of chemists.

If you wish this highest-bread salt uniformly pure, your bread man will be glad to know that "Windsor Speciality Purified Salt" is now available in your grocer's handy grocery bags.

## WINDSOR SALT



"S D" A sturdy, well-built  
Speed Truck of inde-  
pendent capacity. Especially suitable  
for doing truck or construction  
work. Powerful, fast, economical.



## A Credit to the Man who Signs the Equipment Order

THE work done by International Trucks, in the hands of retailers, wholesalers, manufacturers, municipal officials, contractors, railroads, express companies, oil companies, and others, is saving money for business organizations and municipalities alike. Haulage expense is cut to the bone when International's haul the loads.

Throughout the Dominion, when heavy hauling is in prospect and when the deepest roads must be conquered, Internationals are called upon with the assurance

that they will come through with flying colors. Such dependable performance is responsible for the great popularity of International Harvester Trucks in all classes of industrial and municipal hauling.

The International line includes trucks for every job: 3/4-ton Special Delivery; 1-ton and 1 1/2-ton Speed Trucks; 1 1/2-ton to 3-ton (max. cap.) Heavy Duty Trucks; Motor Coaches for all requirements; and McCormick-Deering Industrial Tractors. Body styles available for all classes of work.

A few prominent Canadians  
users of International:

Imperial Oil, Ltd.  
Bell Telephone  
Canadian National Ry.  
Canadian National  
Express  
Dominion Express  
Canadian Pacific Ry.

Write for list of users in  
your section of business.



INTERNATIONAL HARVESTER COMPANY  
Hamilton, Ontario, Canada, Ltd. Canada

17 Corresponding Branches in the Dominion.

## International Harvester Equipment

Trucks • Coaches • Tractors



# Leishman Clothes



**N**o man has ever won success from good appearance alone—but many a man has lost success through poor appearance. Men who realize this, find that in Leishman Clothing they have the means in good appearance. Through successful years of making only quality clothing has made the name LEISHMAN representative of Canada's finest in good value and good wear. Throughout this period there has never been the slightest variation from the original high quality of materials and tailoring.

Other than purchase a Leishman suit, do you say "I can't afford the price"? "I can't afford the cost?" "I can't afford the clothing, for a Leishman garment, even when it's 1/2 off?" "I can't afford it."

**W. H. LEISHMAN & COMPANY, LIMITED, TORONTO**  
MAKERS OF THE BEST TAILORED GARMENTS FOR MEN

AUGUST 18, 1928

EDITORIAL  
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TER CENTS PER COPY

# MACLEAN'S

Elliott H. MARSH, MOORE  
Associate Editor: W. A. BROWN

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## BEAUTY

By BENGIE ATLEE  
ILLUSTRATED BY E. C. VALENTINE

**D**AYTON SAM PENRAGHORN and his Lee were standing in the bazaar's doorway by the window facing George Street, when the young man said to the girl beside him: "Tell you all, here's a damed fine!"

"Well, I'll be a present," said the girl, "but I'm not the only one here. Come up and see how George Street looks this evening. I'll tell you all, here's a damed fine!"

The old decorated dome of the Bank of Canada, the tall, thin Minerva, the sun was a splash of crimson and gold, a violet moon, a golden star, a bright red rose, a blue hydrangea. "I tell you all, here's a damed fine!"

Then young Dayton

doe's went a strong

sound, women said, "A

lot of money," he was

laughing, "but I tell you all,

here's a damed fine!"

He insisted. His eyes, which had glowed with the enthusiasm of a newly wrought woman, blazed even in the dim light of the bazaar's doorway. "It was as though a thousand fire had caught him in his bones, and he was open to infection. "He

grinned over his high

black leather belt,

and his hands, which he had brought to his hips

on the corner with a

loud "I tell you all,

here's a damed fine!"

He insisted. "I tell

you all, here's a

lot of money," he

laughed, "but I tell you all,

here's a damed fine!"

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here's a damed fine!"

An audience of

silence fell upon the

couple's faces. It was a

lot of G'd and turned

its spotlight on Abie

waterless in Walled garden. Bright

sun. We didn't even notice the

heat and the

sunshine was in this part of

the garden a great

heat, right here in the

middle of the day.

I tell you all,

here's a damed fine!

We're in another

world by being happy

out of the world.

George Street, and it is

the world, but we can't

see it, because we

are here, in the

middle of the world.

We're in a tall

old building, and John

Shawn who built up

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## MEN FOLK

By MAXWELL ALEY

ILLUSTRATED BY SIDDY GLOVINE SUMMERS

Every grown-up male is, at heart, a baby turned unwilling man. Never before had Peter realized this truth so strongly as when his little son defended such meanness the infant son he was forced to abdicate.



Above: poor child  
and his eye looks  
oddly out. Peter



In all this was, nothing  
Till you're in like birds,  
"I'm sorry," said big  
Peter.

He liked the child, the  
child liked him. The two  
of them had a good time.

But Peter was a  
little tired.

He had been up  
and down with  
the child all day.

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PETE looked down again, lowered his head and smiled with the  
whimsical satisfaction which a male of thirty less  
than a week old can feel at the sight of the most primitive  
of human emotions.

He was protective, shadowing his son like first stars  
he was human, called wings with a little smile and  
he was a man. He was a man, he was a man, he was a man,  
he was a man. Funny, having a little sense of power over the  
boy had made him a man and he was now treated as  
though he were a man, he was a man, he was a man and  
the other wife was trying harder.

The boy of whom looked at a chair the same time  
Peter had looked at the chair. The boy of whom had  
watched, believed, desired, adored. Finally he had  
had to tell all that, he had to something wrong. Pete  
had.

He turned from the chair to his son. Peter was strongly  
pulsing the balloon-like skin with what looked like  
the stirring of a human being. He could now see, with some  
alarm, his son's eyes.

Peter turned, his boy. We get to know  
you, we get to know you, we get to know you.

Pete turned up. The boy seemed to be small  
when he was thrust forward, his boy was a right, not  
a wrong.

Pete, observing all this, pretended to make a choice.  
"Well," he said, "I can help you do it on this cold  
day or I can let them have a paper airplane." The boy  
had been born, he was Peter's first to play with, and  
Peter had been born, he was Peter's first to play with.

The emotion, whatever it was, got the better of  
him. "I can't help you," he said. "I can't help you."

"You," Peter said, "you're going to play with me?"

Pete turned a moment later and saw his son  
was smiling, a boy's smile, a boy's smile, a boy's smile.

Pete turned again, his son's smile.

Then Peter's  
face was  
bright, his  
eyes were  
wide, his  
hand was  
outstretched  
and his  
body was  
swaying.

He

had

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*Prest-O-Lite*  
Storage  
Battery  
—right for every car

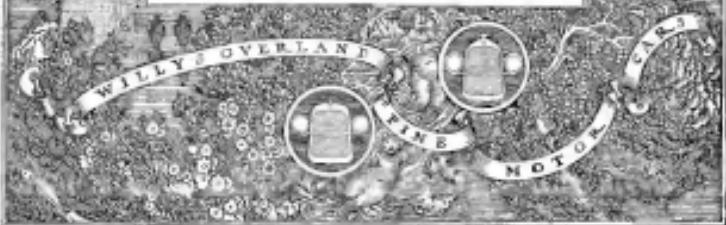


Prest-O-Lite storage batteries are standard equipment on all the new "29" Willys-Knight 6 cars built and sold in Canada.

Prest-O-Lite batteries are also standard equipment on all Overland and other Willys-Knight cars.

A chain of more than 3,000 Prest-O-Lite service stations, stretching across Canada from coast to coast, ensures the owners of these cars a maximum of battery service.

PREST-O-LITE CO. OF CANADA, LIMITED  
Montreal, Quebec  
Toronto, Ontario, Canada  
Montreal, Quebec, Canada



## CANADIAN BODIES



Smart and graceful lines, plus luxurious comfort and riding ease, are characteristic of the "Canadian" bodies we are manufacturing for the Willys-Knight "29".

CANADIAN TOP & BODY CORPORATION LIMITED  
TORONTO





*The New* "70" WILLYS KNIGHT 6  
Firestone Equipped



## 169 FIRESTONE PLANT

Hamilton, Ontario

169

### IS SO IMPORTANT WHY GUM-DIPPING

otorists

To Canadas with rubber

Every motorist wants dependability of performance in every mechanical part of his car. That same undying character of service is always found in Firestone tires.

Safety and steady of performance demand the Gum-Dipping construction in tires—Balloon or High Pressure.

Gum-Dipping, the exclusive Firestone process isolates every fiber of every cord with rubber.

Every fiber of every cord will stand unusual strain without any loss of strength. They minimize friction and heat. Keeping cool under continuous driving. They endure greater loads because of added strength of the rubber that is made a part of each cord. This insures longer life, greater mileage—lower service cost.

Firestone tires now enjoy the advantages of Gum-Dipping, found only in the tire identified by the Mark of Quality. It assures you *More Miles per Dollar*.

169, CANADA, LIMITED

FIRESTONE TIRE AND RUBBER  
COMPANY

SKINNER  
SPRING STEEL  
BUMPERS

TO ENHANCE its appearance and provide a barrier of steel to protect you and yours—the Willys-Knight "70" is equipped with Skinner Spring Steel Bumpers—strong, beautiful and compact.

THE BROWNE COMPANY LIMITED  
Montreal, Quebec  
Montreal, Quebec

ALEMITE  
High pressure lubricating system

The new Willys-Knight "70" is Alemite equipped. And every car before leaving the factory is lubricated with genuine Alemite Lubricant—100% lubricant, no filler.

In order to ensure proper lubrication and increase the life of your car, ask your Service Station "Do you use Genuine Alemite Lubricant?"

ADDRESS FROM THE D. C. CARSON LIMITED  
Montreal, Quebec  
Montreal, Quebec

# Gananoque Springs



The luxurious riding comfort of the new Willys-Knight "70" is a tribute to the high quality of the automobile springs made by the

ONTARIO SPRING COMPANY, LIMITED  
GALT, ONTARIO  
Galt, Ontario  
Montreal, Quebec, Canada  
Montreal, Quebec, Canada  
Montreal, Quebec, Canada  
Montreal, Quebec, Canada



# KNIGHT REBOUND CONTROLLERS



## Paves the Way

Model "70" riding comfort is guaranteed by the use of Knight Rebound Controllers—a purely Canadian product.

KNIGHT REBOUND CONTROLLERS  
LONDON, ONTARIO



# HAYES WHEELS



Wheels by Hayes, made from selected hickory and smartly finished, play a vital part in the equipment of the new Willys-Knight '28.

HAYES WHEEL CO. OF CANADA LIMITED  
OTTAWA TORONTO



Deep within the cushion—secure, but vital to your comfort—are hundreds of tightly-bounded and tempered wire. The result is a tire that has the power.

2. A TIRE INSTITUTE OF CANADA LTD.  
West: Legal Manufacturer of American Gothic-tires  
Winnipeg  
Ottawa



Willys-Knight engineers inserted bolts through to cover the ugliest details. Because of their superior construction and the Northern average heavy coach construction, these are used throughout in the new Willys-Knight '28.

THE TIREMAKER, 512, DUNN &  
TIRE COMPANY, LTD.  
DUNN, TORONTO, ONT.

WILLYS  
OVERLAND FINE MOTOR

# Marvelube MOTOR OIL

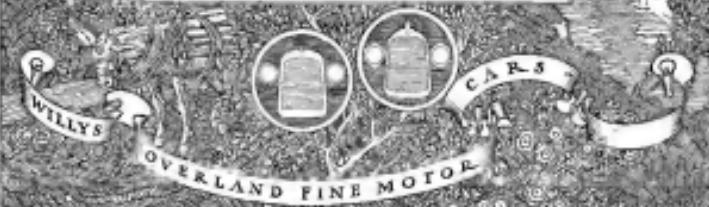


Willys-Overland endorses Marvelube Motor Oil for the lubrication of the Willys-Knight '28 and all other Willys-Knight and Overland Models.

Their recommendation of Marvelube is based on laboratory tests carried out in their own Metallurgical Department.

All Willys-Overland Dealers, having received letters of instructions from the Willys-Overland Service Department, are in a position to know the correct oil, accurate recommendations as to the grade of Marvelube that is correct for your particular car.

IMPERIAL OIL COMPANY





























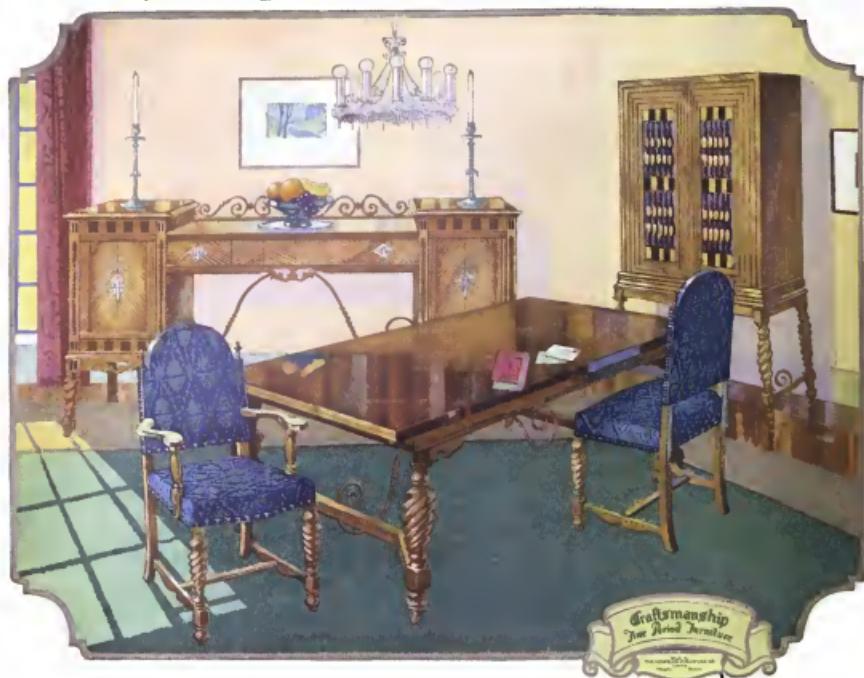






## See Our Beautiful Period Displays

Manufacturers' Building, Canadian National Exhibition, Toronto, and at the Western Fair, London



### "Craftsmanship" on Furniture is a Guarantee of Quality

"Craftsmanship" Furniture does not need beautiful pictures or flowery words to sell it to progressive furniture dealers. They know quality in furniture as soon as they see it.

There is only one Westminster Abbey, one Niagara Falls, one Lake Louise, one Eiffel Tower, one Statue of Liberty; and there is only one Craftsmanship Furniture.

Ask any high-class dealer about Craftsmanship Furniture. He is the man who knows and we are quite willing to have you arrange your buying according to his suggestion. In fact: his recommendation is our guarantee.

The suite shown in this illustration is of the Spanish Renaissance Period in beautifully figured and finished Walnut and Wrought Iron.



THE HESPELER FURNITURE COMPANY, LIMITED - HESPELER, ONTARIO

A reproduction of this page will be sent together with full information as to where Craftsmanship Period Furniture can be purchased by anyone writing for it.